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Procedia
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SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT

CONFERENCE PROGRAM



University "St. Kliment Ohridski" Bitola
Faculty of tourism and hospitality Ohrid



XI INTERNATIONAL CONFERENCE
***"SERVICE SECTOR IN TERMS OF
CHANGING ENVIRONMENT"***

CONFERENCE PROGRAM

27-29.10.2011, Hotel Metropol, Ohrid.



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University "St. Kliment Ohridski" Bitola

Faculty of tourism and hospitality Ohrid

XI INTERNATIONAL CONFERENCE

SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT

27-29 October 2011, Hotel Metropol, Ohrid.

SERVICE SECTOR IN TERMS OF CHANGING ENVIRONMENT

Conference topics:

- Competition in tourism in terms of changing environment
- Development of insurance in terms of changing environment
- Current trends in customs and freight forwarding
- Current tendencies in gastronomy and nutrition
- Financial services in terms of changing environment

Round table:

- Scientific research experiences and possibilities for cooperation

Organizing Committee

Dr. Saso Korunovski
Dr. Lidija Simonceska
Dr. Cvetko Andreeski
Dr. Gordana Reckoska
Dr. Naume Marinovski
Dr. Liljana Batkoska
Dr. Jagotka Strezovska
Dr. Ivanka Nestoroska
Dr. Angela Vasilevska
Dr. Ivica Smilkovski

Conference dates:

October 27-29, 2011 Ohrid

Conference information:

www.ftu.uklo.edu.mk

Scientific Committee:

Dr. Marijana Curak - Croatia
Dr. Vladimir Njegomir - Serbia
Dr. Borisav Marovic - Serbia
Dr. Thomas Aiuppa - USA
Dr. Helmut Gründl - Germany
Dr. Klime Poposki - Macedonia
Dr. Djurdjica Stojanovic - Serbia
Dr. Hans Michael Wolfgang - Germany
Dr. Wieslaw “Wes” Cryzowicz - Poland
Dr. Irena Kikerkova - Macedonia
Dr. Bernd Eisenstein - Germany
Dr. Zdenko Cerovic - Croatia
Dr. Sandra Jankovic - Croatia
Dr. Kilipiris Fotis - Greece
Dr. Lazar Lazic - Serbia
Dr. Theuma Nadia - Malta
Dr. Vodeb Ksenija - Slovenia
Dr. Hartmut Rein - Germany
Dr. Tome Nenovski - Macedonia
Dr. Zorka Grandov - Bosnia and Hercegovina
Dr. Ilija Iliev – Bulgaria



Respected guests,

It is a great honor on the behalf of St. Kliment Ohridski University and on my personal behalf to welcome the opening of XI International Conference -Service Sector in terms of changing environment. At the same time I would like to wish this Conference to contribute to higher quality of the research areas it covers.

The presence of researchers and professionals from Macedonia and abroad is of special importance because their mutual cooperation on this Conference correlates with the times we live in and the changes of the wider context, at the same time providing an opportunity for the science to become incorporated in the service sector as one of the major factors of future development.

Nowadays, when prosperous economies become knowledge based, the higher education offers specific, applicative solutions for the problems of modern times and dynamic environment, your work on this Conference is extremely important.

This is the only way which provides the University with an opportunity to justify its social mission and responsibilities towards the economic development and the complete social development.

I strongly believe that this International Conference is going to be main driving force for many segments of the service sector because resulting from the research results and sublimated experiences. On my personal behalf and on the behalf of St. Kliment Ohridski University in Bitola I present my complete support and wish you all successful work during this Conference.

October, 2011
Bitola

Prof. Zlatko Zhoglev, PhD
Rector of St.Kliment Ohridski University- Bitola



Dear participants,

The society we live in and life itself have been taking a dynamic pace during these past 2 decades. Continuous changes have been part of peoples life, some of them positive and some of them devastating. A reminder of that was the recent economic crisis that didn't spare any country. It affected not only the economy of many countries, but the service sector as well. People spent less money on going to restaurants, getting insurance, using finance services, going on vacations and tourist trips, exporting and importing goods etc. because of that economic insecurity and destabilization. Even now the situation isn't stable as we wish. The changes are part of our everyday life, and everyone's affected by them. So is the service sector, where the competition is getting harder, new services arise and new standards are functioning. Therefore, the main focus of the XI International Conference "Service sector in terms of changing environment" is focused on coping with these changes. The main goal is to develop a discussion on how can the service sector adopt to the new ways of doing business, how can it answer the changes of the demand, how to answer these challenges that are rising from these changes, what can we expect in future and can we predict and adopt before the change becomes a problem. The main fields of concern are the competition in tourism, the development of the insurance services, the contemporary trends in customs and freight forwarding, the contemporary tendencies in gastronomy and nutrition, as well as the financial services in the environment of changes.

We sincerely think that the papers presented on this conference will help people that are working on research or directly involved in the service sector to use the advantages that the changes are bringing in the specific environment of the dynamic sector.

Sincerely,

Sasho Korunovski, PhD
Dean,
Faculty of Tourism and Hospitality - Ohrid



„Sehr geehrte Damen und Herren,

wieder einmal ist es dem Team der Faculty of Tourism and Hospitality der University St. Climent Ohridski gelungen ein überaus bemerkenswertes Konferenzprogramm auf die Beine zu stellen. Aktuelle Themen der Tourismuswissenschaft werden von Tourismusexperten aus den unterschiedlichen Ländern beleuchtet, diskutiert und reflektiert.

Am Programm besonders erfreulich ist die zum Ausdruck kommende Interdisziplinarität, mit der das Untersuchungsobjekt „Tourismus“ betrachtet wird. Zwar widmet sich der Großteil der Beiträge den unterschiedlichsten betriebswirtschaftlichen Fragestellungen, doch bereichern volkswirtschaftliche, statistische und sogar sprachwissenschaftliche Beiträge das Programm. Leider komme ich in diesem Jahr nicht in den Genuss, an der Konferenz in Ohrid teilzunehmen. Gleichwohl wünsche ich allen Anwesenden eine horizonterweiternde Konferenz.

Ich beneide Sie – um die Erkenntnisse, die die Konferenz mit sich bringen wird und um die Gastfreundschaft, die Ihnen das Team aus Ohrid entgegenbringen wird.

Heide Holstein, 17.10.2011

Prof. Dr. Bernd Eisenstein

Leiter / Director *Institut für Management und Tourismus (IMT)*

FH Westküste / West Coast University of Economics and Technology

Fritz-Thiedemann-Ring 20, D-25746 Heide/Germany“



Dear partners from the Faculty of Tourism and Hospitality in Ohrid, Dear participants in the XI. International Conference,

The service sector greatly changes our environment. Consequently, we are continuously challenged to update and expand our knowledge base. Therefore, the academic exchange between universities and other institutions becomes more and more important and it establishes basic principles for the sustainable development of our transnational society.

As a partner of the Faculty for Tourism and Hospitality in Ohrid in the framework of the project "German-Macedonian training program and network 'Sustainable tourism' for SME in the tourism sector, academics and multipliers" which is generously funded by the "Deutsche Bundesstiftung Umwelt DBU", our university is proud to be a part of this conference which represents an international knowledge-transfer with an already long tradition. We consider the conference to be an important kick-off event for developing our long-term cooperation and as an outstanding opportunity to expand our network of international partner institutions.

We wish you a successful and scientifically fruitful conference.

Best regards,

Prof. Dr. habil. Wilhelm-Gunther Vahrson President

Eberswalde University for Sustainable Development (University of Applied Sciences)

Conference Timetable

Service sector in terms of changing environment

Ohrid, 27-29 October 2011

Wednesday, 26.10.2011

18:00-19:30 Registration and welcome drink

Thursday, 27.10.2011

09:00-10:00 Registration

10:00-10:30 Conference Opening

10:30-12:00 Plenary Session

12:00-12:30 Coffee Break

12:30-14:30 Session1A: - *Competitiveness in tourism in terms of changing environment*
 - *Current tendencies in gastronomy and nutrition*
 Session 1B: - *Current trends in customs and freight forwarding*
 - *Development of insurance in terms of changing environment*
 - *Financial services in terms of changing environment*

14:30-15:30 Lunch

16:00-19:00 Session2A: - *Competitiveness in tourism in terms of changing environment*
 - *Current tendencies in gastronomy and nutrition*
 Session 2B: - *Current trends in customs and freight forwarding*
 - *Development of insurance in terms of changing environment*
 - *Financial services in terms of changing environment*

21:00 Reception desk - Ohridska vizita

Friday, 28.10.2011

10:00-12:00 Session3A: - *Competitiveness in tourism in terms of changing environment*
 - *Current tendencies in gastronomy and nutrition*
 Session 3B: - *Current trends in customs and freight forwarding*
 - *Development of insurance in terms of changing environment*
 - *Financial services in terms of changing environment*

12:00-12:30 Coffee Break

12:30-13:30 Round Table: *Scientific- research experiences and possibilities for cooperation*

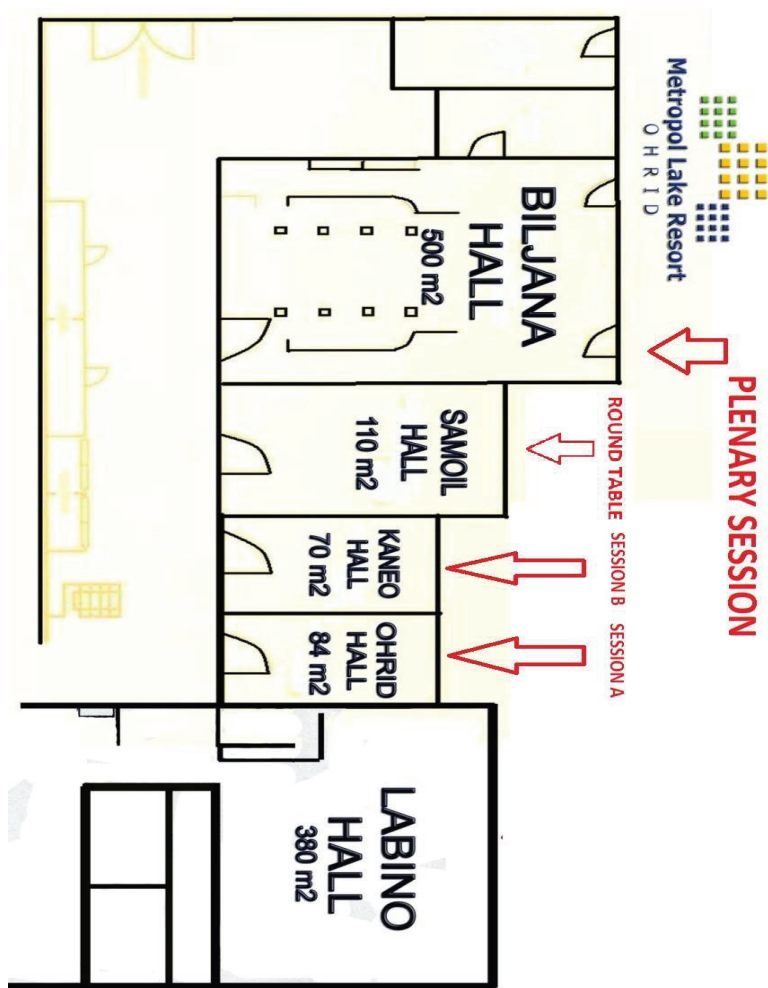
13:30-14:00 Conference Closing

14:00 Conference Official Lunch

Saturday, 29.10.2011

10:00-13:00 Organized sightseeing tour of Ohrid

CONFERENCE MAP



Conference Program

Plenary session

Time: 27.10.2011, 10.30-12.00h Hall: Biljana Chair: Irina Petrovska, PhD		
No	Speaker	Title
1.	Ksenija Vodeb, PhD	Competition in tourism in terms of changing environment
2.	Thomas Aiuppa, PhD	Enterprise Risk Management: Opportunities for Providers of Financial Services
3.	Wieslaw "Wes" Czyzowicz, PhD	Current trends in customs policy - challenges and future
4.	Vladimir Njegomir, PhD	Contemporary trends in the insurance industry

Session 1A

Time: 27.10.2011, 12.30-14.30h Session title: <i>Competitiveness in tourism in terms of changing environment</i> Hall: Ohrid Chair: Zdenko Cerović, PhD; Lidija Simonceska, PhD; Liljana Batkoska, PhD		
No	Speaker	Title
1.	Naume Marinoski, PhD Faculty of Tourism and Hospitality - Ohrid Saso Korunovski, PhD Faculty of Tourism and Hospitality - Ohrid	Tourism in Macedonia in changing environment
2.	Lidija Simonceska, PhD Faculty of Tourism and Hospitality - Ohrid	The changes and the innovation as a factor of competitiveness of the tourist offer (the case of Ohrid)
3.	Fotis Kilipiris, PhD Alexander TEI of Thessaloniki, Dept. of Tourism Management, Thessaloniki, Greece Stella Zardava University of Macedonia, Dept. of Economics, Thessaloniki, Greece	Developing sustainable tourism in a changing environment: issues for the tourism enterprises (travel agencies and hospitality enterprises)
4.	Tea Baldigara, PhD Faculty of Tourism and Hospitality Management - Opatija Maja Mamula, MSc	Tourism statistics in Croatia: present status and future challenges

	Faculty of Tourism and Hospitality Management - Opatija	
5.	Mitre Avramoski, PhD Faculty of Tourism and Hospitality - Ohrid Raman Ismaili, PhD	Leisure tourist offer as a component of competitive advantage in the situation of changing environment (Case of Ohrid tourist region)
6.	Liljana Batkoska, PhD Faculty of Tourism and Hospitality - Ohrid	The impact of cognitive learning on consumer behaviour
7.	Marija Petrović - Randelović, PhD University of Nis, Faculty of Economics, Serbia Dalibor Miletić, MSc MEGATREND University Belgrade, High School for Management and Business, Zaječar, Serbia	(No) Competitiveness and sustainable development of serbian tourism
8.	Biljana Petrevska, PhD Faculty of Tourism and Business Logistics - Gevgelija	Projecting accommodation capacities in Macedonia
9.	Ivanka Nestoroska, PhD Faculty of Tourism and Hospitality - Ohrid	Identifying tourism potentials of Macedonia through regional approach
10.	Saso Korunovski, PhD Faculty of Tourism and Hospitality - Ohrid Naume Marinoski, PhD Faculty of Tourism and Hospitality - Ohrid	Cultural tourism in Ohrid as a selective form of the tourism development
11.	Desa Kosarkoska, PhD Faculty of Tourism and Hospitality - Ohrid Irina Mircheska, MSc Faculty of Tourism and Hospitality - Ohrid	Uniform System of Accounts in the Lodging Industry (USALI) in creating a Responsibility Accounting in the hotel enterprises in Republic of Macedonia

Session 1B

Time: 27.10.2011, 12.30-14.30h Session title: - <i>Development of insurance in terms of changing environment</i> - <i>Financial services in terms of changing environment</i> Hall: Kaneo Chair: Vladimir Njegomir, PhD; Cvetko Andreeski, PhD; Evelina Bazini, PhD		
No	Speaker	Title
1.	Goran Petrevski, PhD Faculty of Economics - Skopje Jane Bogoev National Bank of the Republic of Macedonia, Skopje, Macedonia	Interest rate pass-through in a small open economy with fixed exchange rate - the case of Macedonia

2.	Vladimir Njegomir, PhD Faculty for Legal and Business Studies, Novi Sad Boris Marović, PhD Faculty of Technical Sciences, Novi Sad	Contemporary trends in the global insurance industry
3.	Bratislav Milosević, PhD Faculty of Tourism and Hospitality - Ohrid	Global financial crisis - determination for development of life insurance in the Republic of Macedonia
4.	Evelina Bazini University of Vlora "Ismail Qemali", Faculty of Economy, Albania Liljana Elmazi University of Tirana, Faculty of Economy, Albania Shkelqim Sinanaj University of Vlora "Ismail Qemali", Faculty of Economy, Albania	Importance of relationship management in the insurance business in Albania
5.	Mirjana Sekulovska, PhD University "St. Kliment Ohridski" - Bitola	Internet business models for e-insurance and conditions in Republic of Macedonia
6.	Cvetko Andreeski, PhD Faculty of tourism and hospitality - Ohrid	Analysis of mortality tables in R. Macedonia
7.	Risto Rechkoski, PhD Faculty of Tourism and Hospitality - Ohrid Maja Georgioska, MSc candidate Faculty of Tourism and Hospitality - Ohrid	Risk management during work interruptions
8.	Bratislav Milosević, PhD Faculty of Tourism and Hospitality - Ohrid Stevco Meceski, MSc Faculty of Tourism and Hospitality - Ohrid Bojan Srbinoski Faculty of Tourism and Hospitality - Ohrid	Municipal bonds as an investment opportunity for life insurance companies on capital market in Macedonia
9.	Elena Koseska, BA in Insurance Faculty of Tourism and Hospitality - Ohrid Kliment Arnaudov, BA in Tourism Faculty of Tourism and Hospitality - Ohrid	Negotiation skills a guideline for insurance development in conditions of a changeable surrounding
10.	Boban Tomeski	Development of motor third party liability insurance market in terms of variable regulation

Session 2A

Time: 27.10.2011, 16.00-19.00h Session title: <i>Competitiveness in tourism in terms of changing environment</i> Hall: Ohrid Chair: Ksenija Vodeb, PhD; Elena Cickovska, MSc; Ivanka Nestoroska, PhD		
No	Speaker	Title
1.	Katerina Angelevska - Najdeska, PhD Faculty of Tourism and Hospitality - Ohrid Gabriela Rakicevik, PhD Faculty of Tourism and Hospitality - Ohrid	Planning of sustainable tourism development
2.	Tanja Angelkova, MSc Faculty of Tourism and Business Logistic - Gevgelija Cane Koteski, PhD Faculty of Tourism and Business Logistic - Gevgelija Zlatko Jakovlev, PhD Faculty of Tourism and Business Logistic - Gevgelija Elizabeta Mitrevska, PhD Faculty of Tourism and Business Logistic - Gevgelija	Sustainability and competitiveness of tourism
3.	Irina Petrovska, PhD Faculty of Tourism and Hospitality - Ohrid	Teaching lexical patterns in english and macedonian tourism discourse
4.	Marija Milenkovic, MSc University of Nis, Republic of Serbia	Ecoregionalism - factor cross-border cooperation and tourism development
5.	Desa Kosarkoska, PhD Faculty of Tourism and Hospitality - Ohrid Irina Mircheska, MSc Faculty of Tourism and Hospitality - Ohrid	The main processes in the international financial reporting at the beginning of 21st century
6.	Vjekoslav Bratić Institute of Public Finance, Zagreb, Croatia Predrag Bejaković Institute of Public Finance, Zagreb, Croatia Anton Devčić Regional Development agency of Pozega - Slavonia County, Croatia	Tax system as a factor of tourism competitiveness: the case of Croatia
7.	Elena Cickovska, MSc Faculty of Tourism and Hospitality - Ohrid	Research of service sector needs for and in academic language learning
8.	Jagotka Strezovska, PhD Faculty of Tourism and Hospitality - Ohrid	German language tourist information in Macedonia and the translational activity

	Hospitality - Ohrid	
9.	Ksenija Vodeb, PhD University of Primorska, Faculty of tourism studies - TURISTICA, Portorose, Slovenia	Competition in tourism in terms of changing environment
10.	Tatjana Dimoska, PhD Faculty of Tourism and Hospitality - Ohrid Boris Trimchev	Competitiveness strategies for supporting economic development of the touristic destination

Session 2B

Time: 27.10.2011, 16.00-19.00h Session title: - <i>Current trends in customs and freight forwarding</i> - <i>Financial services in terms of changing environment</i> Hall: Kaneo Chair: Gordana Rechkoska, PhD; Jovanka Biljan, PhD; Zlate Dimovski, PhD		
No	Speaker	Title
1.	Gordana Rechkoska, PhD Faculty of Tourism and Hospitality - Ohrid Risto Rechkoski, PhD Faculty of Tourism and Hospitality - Ohrid Maja Georgioska, MSc candidate Faculty of Tourism and Hospitality - Ohrid	Transport of dangerous substances in the Republic of Macedonia
2.	Jovanka Biljan, PhD Faculty of Tourism and Hospitality - Ohrid Aleksandar Trajkov, MSc Faculty of Tourism and Hospitality - Ohrid	Risk management and customs performance improvements: the case of the Republic of Macedonia
3.	Aleksandar Trajkov, MSc Faculty of Tourism and Hospitality - Ohrid Jovanka Biljan, PhD Faculty of Tourism and Hospitality - Ohrid	Logistic services trade balance as indicator of macedonian logistic industry potential
4.	Miladin Krstanoski, PhD Faculty of Tourism and Hospitality - Ohrid Larisa Vasileska, MSc Faculty of Tourism and Hospitality - Ohrid	The new role of macedonian customs administration
5.	Robert Vodopivec, PhD University of Maribor, MEDIFAS: Mediterranean institute for advanced studies	Influence of political globalisation and global crisis on traditional marketing management theory and practice
6.	Danijela Miloshoska, PhD Faculty of Tourism and	Measures of the customs administration of the Republic of Macedonia for the

	Hospitality - Ohrid	protection of the intellectual property rights as part of the contemporary trends in customs
7.	Tome Nenovski, PhD University American College - Skopje Evica Delova Jolevska, PhD University American College - Skopje Ilija Andovski, MSc National Bank of the Republic of Macedonia	Banking services in terms of changing environment

Session 3A

Time: 28.10.2011, 10.00-12.00h Session title: - <i>Competitiveness in tourism in terms of changing environment</i> - <i>Current tendencies in gastronomy and nutrition</i> Hall: Ohrid Chair: Pere Aslimoski, PhD; Angela Vasileska, PhD; Bayram Şahin, PhD		
No	Speaker	Title
1.	Pere Aslimoski, PhD Faculty of Tourism and Hospitality - Ohrid Sase Gerasimoski, PhD Faculty of Security - Skopje	Food and nutrition as tourist phenomenon
2.	Angela Vasileska, PhD Faculty of Tourism and Hospitality - Ohrid Gordana Rechkoska, PhD Faculty of Tourism and Hospitality - Ohrid	Global and regional food consumption patterns and trends
3.	Vera P. Simovska, PhD Faculty of Technology and Technical Sciences - Veles Dragan Damjanovski, PhD Faculty of Technology and Technical Sciences - Veles Mila P. Vidin, MSc HEPA Macedonia National organization for the promotion of Health-Enhancing Physical Activity Valentina Pavloska, PhD Faculty of Technology and Technical Sciences - Veles Sasko Martinovski, MSc Faculty of Technology and Technical Sciences - Veles	Evaluation of dietary habits and physical activity level as basis for a new health promotion strategy of the Republic of Macedonia
4.	Michael Risteski, BA in tourism Faculty of Tourism and Hospitality - Ohrid Jordan Kocovski, MSc	Spatial planning and sustainable tourism as a basis for developing competitive tourism destinations

	Faculty of Tourism and Hospitality - Ohrid	
5.	Kliment Arnaudov, BA in tourism Faculty of Tourism and Hospitality - Ohrid Elena Koseska, BA in Insurance Faculty of Tourism and Hospitality - Ohrid	Business ethics and social responsibility in tourism organizations in terms of changing environment
6.	Jordan Kocovski, MSc Faculty of Tourism and Hospitality - Ohrid Michael Risteski, BA in tourism Faculty of Tourism and Hospitality - Ohrid	Eating out on vacations

Session 3B

Time: 28.10.2011, 10.00-12.00h Session title: <i>Financial services in terms of changing environment</i> Hall: Kaneo Chair: Klime Poposki, PhD; Snežana Dičevska, PhD; Marijana Ćurak, PhD		
No	Speaker	Title
1.	Marijana Ćurak, PhD University of Split, Faculty of Economics - Split, Croatia Klime Poposki, PhD Insurance Supervision Agency - Skopje Sandra Pepur, MSc University of Split, Faculty of Economics - Split, Croatia	Profitability of macedonian banking sector in changing environment
2.	Tome Nenovski, PhD University American College - Skopje Ivica Smilkovski, PhD Faculty of Tourism and Hospitality - Ohrid	Macedonian economy before and after the global economic crises
3.	Tamara Milenković - Kerković, PhD University of Nis, Faculty of Economics, Serbia Ksenija Dencić - Mihajlov, PhD University of Nis, Faculty of Economics, Serbia	Factoring in the changing environment: legal and financial aspects
4.	Risto Gogoski, PhD Faculty of Tourism and Hospitality - Ohrid	Payment systems in economy - present and future
5.	Snezana Mojsoska, PhD Faculty of Security - Skopje Sase Gerasimoski, PhD Faculty of Security - Skopje	Functioning of investment funds in R.Macedonia in terms of changing environment
6.	Svetlana Nikoloska, PhD Faculty of Security - Skopje	Role of banks as entity in the system for prevention of money laundering in

	Ivica Simonovski, PhD Administration for preventing money laundering and financial terrorism - Skopje	the Republic of Macedonia
7.	Snežana Dičevska, PhD Faculty of Tourism and Hospitality - Ohrid	Credit risk - creating system of credit risk management in changing economic conditions
8.	Vera Karadzova, PhD Faculty of Tourism and Hospitality - Ohrid	Country risk - conditions and trends in Macedonia, proposals for reduction in conditions of unstable environment

Round table**Time:** 28.10.2011, 12.30-13.30h**Title:** *Scientific research experiences and opportunities for cooperation***Hall:** Labino**Chair:** Jagotka Strezovska, PhD